EFFECT OF VIRTUAL EXPERIENTIAL TECHNIQUES ON CONSUMERS OF E-COMMERCE

Synopsis of Research Work

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SECTION 1

Introduction:

1.1 E-Commerce Industry in India:

Today e-commerce has become an important part of daily life. Accessibility to e-commerce platforms is not a privilege but rather a necessity for most people, particularly in the urban area. There are alternative e-commerce platforms available (instead of the traditional physical platforms) for almost every aspect of our lives, starting from purchasing of everyday household items to online brokerage. In the emerging global economy, E-commerce act as a strong catalyst for economic development and increasingly become a necessary component of business strategy (E-commerce, 2017). With the development in Internet and Web-based technologies, distinctions between traditional markets and the global electronic marketplace, gradually being narrowed down. According to the IBEF (India Brand Equity Foundations, 2017) report India's internet economy is expected to double from US$125 billion as of April 2017 to US$ 250 billion by 2020. Which is majorly backed by E-commerce industry. According to the report given by CRISIL(Credit Rating Information Service in India) India with over 430 million internet users is the second largest online market which is ranked only behind China, which proportionally pushing the E-commerce Industry. With the rise in digital literacy and the influx of investments in the e-commerce industry, India has touched a record of 11.2USD billion in the first half of 2017, compared to 41 per cent rise over 2016(E-commerce Annual Report 2018-19). Progressively, over the course of 20 years, e-commerce industry has been evolved from a novel new concept into a major part of the world's economy. Hence, the table 1 shows the waves of evolution in E-commerce industry:

Table 1: The evolution of e-commerce in India can be broadly divided into two phases:

S.No.	First wave evolution (1995-2000)	Second wave evolution (2006-Present)	Source
1	1996- Launch of online B2B portals and Launch of online matrimonial portals.	2006- Launch of online travel agents.	(Shiftingfrom Consumption to Experience: Winning the omnichannel retailing, 2014)
2	1997- Launch of online job portals.	2007- Entry of a number of players in e-tailing segment.	(Shifting from Consumption to Experience: Winning the omnichannel retailing, 2014)

Table 1: The evolution of e-commerce in India can be broadly divided into two phases (Continued)			
3	2000 to 2005- Muted activity in the industry due to the dotcom bubble in 2000.	2010-Launch of first group buying website in India - New trend of use of social networking sites (SNS) as a marketing tool begins - The advent of social commerce.	(Shifting from Consumption to Experience: Winning the omnichannel retailing, 2014)
4	2010-till now	Digitisation 4.0	(Shifting from Consumption to Experience:Winning the omnichannel retailing, 2014)

(Source: Researcher's Constructed)

Anita(2000) defined E-commerce industry, which was further strongly supported by (Carroll, 2018) as the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals. With the rapid increase in the use of smartphones and internet services India has earned a place among top 20 developing countries on the global forum, as Global retail Development Index (GRDI) (Kshetri, 5G in E-Commerce Activitie, 2018). According to the McKinsey 2019 Global Consumer Sentiment Survey, which surveyed 17,700 people in 15 countries including India, online buying is already the second most heavily used buying channel for consuming-class urban Indians. It is also estimated that e-commerce growth and the digital share of overall trade in India will increase from 5 percent currently to about 15 percent by 2025(Srinivasan & Hirani, 2018). As proclaimed by IBEF (Indian Brand Equity Fund) e-tail website such as Flipkart, Snapdeal and Amazon are the major players in E-commerce industry in India. Whereby, E-tailing grew by 1.4 times since 2013 taking up almost 29% of the E-commerce market share in India (E-commerce, 2017).

E-commerce is expected to become the future of retail, with most of the growth in retail sector taking place in the digital space. The global retail e-commerce sales were 1.86 trillion US dollars in 2016 and is expected to reach 4.48 trillion US dollars in 2021 (E-commerce Annual Report 2018-19, 2019).

1.1 Classification of E-Commerce:

E-commerce industry is classified into several categories viz. service, participant etc, we are considering five basic types or participants of e-commerce. Table 2 showing the participants and their role which have been extracted out from reports generated through CRISIL (Credit Rating Information Service in India), Indiatrenbook, MeiTy (Ministry of electronics and information technology), and eMarketer.

Table 2: Classification of E-commerce:

S.No.	Participants	Role
1	BUISNESSTO BUISNESS (B2B)	It comprises of all electronic transactions of good or services conducted between two companies. This type of e-commerce includes intra system and electronic markets.
2	BUISNESSTO CUSTOMER (B2C)	This transaction carried out in the retail trade with individual buyers.
3	CUSTOMER TO CUSTOMER (C2C)	In this type of e-commerce consumer sells its product directly to consumer.
4	CUSTUMER TO BUISNESS(C2B)	In this category of e-commerce, individual consumer of goods or services sells their product to organisation.
5	BUISNESS TO GOVERNMENT (B2G)	In this e-commerce section it compromises of commerce between companies and public sector is listed.

(Source: CRISIL, Deloitte, 2018)

Within these classifications, E-commerce activities are generally confined to business-to-business and business-to-consumer. B2CE-commerce contribution has been escalated approximately around 24% of total e-commerce sale compare to approx. 2%of total e-commerce sale in 2007 and is increasingly and rapidly rising (E-commerce, 2017). According to Goldman Sachs there will be rapid increase in E-commerce sales in India and thus will predictably contributes 2.5% of GDP by 2030. With the availability of numerous choices in terms of brands, discount offers, reduced delivery time, personalization, cash on delivery, digital payment infrastructure and easy returns have been major factors for development of the B2C E-commerce. Major players of B2C e-commerce comprises of Flipkart, Amazon, Snapdeal and Paytm Mall which control more than 60% of the B2C horizontal sub-sector (Kshetri, 5G in E-Commerce Activitie, 2018). Table 3 shows types of B2C E-commerce on the basis of Physical goods, services and digital goods.

Table 3: Classification of B2C

Type of B2C E-commerce		
Physical Goods	**Services**	**Digital Goods**
Apparel	Online training courses	E-books
Shoes	Copywriting	Music & Videos
Beauty	Cleaning	Photography
Gifts	Travel Planning	Webinars
Electronics	Wedding Planning	Software
Sports	Ticketing	Games
Foods & Beverages	Pet-Sitting	
Bags & Accessories	Beauty Treatments	

(Source: Forbes,2019)

1.1 Traditional marketing vs Experiential marketing:

Earlier, potential consumer was persuaded towards product and services through traditional medium whereas Experiential Marketing allow them to use their senses while interacting with the product or service, in order to create personal experience (Johnston & Johnston, 2013) (Mohasoa,2014). Experiential marketing appeals directly to the senses through touch, sound, smell, taste and sight. Traditional marketing is largely focused on features and benefits in a variety of markets (industrial, consumer, technology, service) (Mohasoa, 2014). Table 4 differentiates the basic characteristic differences among traditional and Experiential marketing.

Table 4: Characteristic of Traditional Versus Experiential Marketing

Characteristics	**Traditional Marketing**	**Experiential Marketing**	**References**
Consumer decision-making.	Rational	Rational and Emotional	(Schmitt & Zarantonello, 2013)
Consumer consumption choices.	Features, product features and benefits.	Consumption is holistic experience.	(Gilmore, 1998), (Schmitt & Zarantonello, 2013)
Competitive advantage	Produce narrowly defined product categories and competition.	Creating Customer Experience.	(Gilmore, 1998), (Schmitt & Zarantonello, 2013)
Marketing activities	Analytical, Quantitative, Verbal.	Eclectic	(Gilmore B. J., 1998)

1.2 Experiential Marketing:

Experiential marketing is a live event marketing, it is the type of marketing that directly drench their target customer through live event (Schmitt, 1999). Schmitt critically evaluate experiential marketing as live marketing, participation marketing or sometimes brand activation, experiential marketing involves the target audience or customer with the brand or audience to let them experience it in the real time.

Hirschman and Holbrook (1982) were the first one to talk about the concept of experience in the field of consumer behaviour. In their first model they represent the symbolic and hedonic elements of consumptions. As a consequence, it is important to underline the difference between the experiential approach (based on the sensorial, hedonic and emotional dimensions of the consumption) and the cognitivist one (based on economics principles) (Volle, 2002). The first pioneers of experiential marketing (Gilmore & II, 2002), derived this new approach to marketing and business in general from the evolution of the Experience Economy. The goal of experiential marketing is to create lasting impressions on consumers that they want to share with others and that, ultimately, lead to brand loyalty (Shieh & Lai, 2017). In a postmodern society and a high tech digital environment, it is impractical to overlook the virtual component of experiential marketing (Simmons, 2008).As strongly supported by (Williams, 2006) the ultimate goal of experiential marketing is to create a holistic experience that integrate individual experiences and lifestyles, which provides sensory, emotional, cognitive and relational values to the consumer.

1.2.1 Virtual Techniques:

E-commerce is a strong application field of Virtual technological applications (Alberg, 2017).The growth of the World Wide Web (WWW) and its acceptance among consumers has paved a way to the rise of B-to-C electronic commerce (EC). A report projected the number of Internet users worldwide to reach 361.9 million by the year 2003(E-commerce, 2017). Thus, Virtual reality is making waves all over the world in marketing industry, and for experiential marketing in particular. Its ability to engage consumers by immersing them in other worlds have huge potential and can leverage brand to establish stronger

connections between their customers and their products or services. The benefits of using Virtual Technique for experiential marketers is obvious – it enables brands to connect with their customers more directly and provide them with experiences they'll remember(Cho, Wang, & Fesenmaier, 2002). Whereas, table 5 shows prevailing Virtual Techniques in E-commerce:

Table 5: Virtual Techniques

S.No.	Technology	Application	Details	Reference
1	Internet of Things (IoT)		IoT stems from the need to better understand consumer trends with a range of connectivity-enabled devices. The scope for delivering customized mobile shopping experiences is augmented.	Kevin Ashton,1999
2	Artificial Intelligence			
2a	Image Recognition		From a technical standpoint, these technologies utilize AI in the form of convolutional neural networks (CNNs) that allow for computers to analyse image data more efficiently than regular neural networks by clumping groups of pixels together to increase efficiency.	Keenam,2017; James Canella,2018
2b	Face Recognition		Facial recognition is used to power a variety of everyday applications, such as photo tagging on Facebook, facial identification on smartphones, and Snapchat facial filters.	James Cannela,2018
2c	Localization		Artificial intelligence can be used as a tool for improving the often-times laborious task of editing and optimizing marketing campaigns to fit local market needs.	James Cannela,2018
2d	Chatbots		Chatbots are text-based conversational applications that let a human user talk with a bot that replies automatically to them.	James Cannela,2018
2e	Personalized UI and UX		The ability for AI to personalize customer experiences at scale can be applied to the user interface (UI) and user experience (UX) design.	James Cannela,2018
2d	Voice Assistance		From frictionless shopping to the changing dynamics of search engines that personal assistants such as Siri and Alexa cause, voice is increasingly becoming a prominent tool for marketers to integrate into their efforts.	James Cannela,2018

Table 5: Virtual Techniques (Continued)				
3	Virtual Reality	360degree videos, 3D images, etc.	Virtual Reality combines technology and design to create immersive environments which, if done successfully, make users believe they are actually in the simulated environment. In a nutshell the real world is blocked out and everything you see is virtual, how this is achieved is almost exclusively through a VR headset. Example: eBAY	Ivan Sutherland and Bob Sproull,1968
4	Augment Reality	Image Recognition etc.	Augmented Reality merges the real world with virtual objects allowing interaction with each other in a seamless environment. Eg: IKEA, Pinterest, Lenskart, LEGO, Loreal etc.	Ivan Sutherland and Bob Sproull,1968

Virtual technique and experiential marketing are an obvious pair – the former complements the objectives of the latter by providing a captivating customer experience. Virtual Technique is perfectly suited to experiential marketing and allowing customers to get up close and personal with your brand. Further, virtual experience can be established by both online and offline mode

1.2.1(a)Online Experiential Techniques:

In today's technology-driven world online marketing tool has become a new influential tool and have successfully created an enormous marketing power. Creating a compelling customer experience is very critical for creating competitive advantage, however to keep up in today's economy and society new platform has to be introduced such as web based virtual tours (Cho, Wang, & Fesenmaier, 2002) and 360 degree photos, augmented reality (Tamarjan,2010), Virtual reality (Luo, Chen & Liu,2014). An examination of the effects of virtual experiential marketing on online customer intentions and loyalty, 2011), social media (Veríssimo & Menezes, 2015) online blogs (Hsua& Tsou, 2011) so that customers can actively visualize and preview.

1.2.1(b) Offline Experiential Techniques:

Offline marketing tool act as a push towards online marketing as explain by magneticcreative.com, thereby offline marketing techniques such as influencer marketing (Song & Lee, 2015).

1.2.2 Strategic Experiential Module:

Schmitt proposed this strategic experiential module that can be used to create different types of customer experiences for their business (Schmitt, 1999). The term module has been borrowed from recent work in cognitive science and the philosophy of mind to refer to circumscribed functional domains of the mind and behaviour. Modules have distinct structures and processes (Schmitt & Zarantonello, 2013). The experiential modules to be managed in Experiential Marketing include (Schmitt, 1999)

•Sensory experiences **(SENSE)**

•Affective experiences **(FEEL)**

•Creative cognitive experiences **(THINK)**

•Physical experiences, behaviours and lifestyles **(ACT)**

•Social-identity experiences that result from relating to a reference group or culture **(RELATE).**

Five Strategic Experiential Modules:

1.2.2(a) Sense:

SENSE marketing may be used to differentiate companies and products, to motivate customers and to add value to products (e.g., through aesthetics or excitement) (Schmitt & Zarantonello, 2013).As Pine and Gilmore appeal that one of the key principles of SENSE is cognitive consistency/sensory variety i.e., the ideal SENSE approach provides an underlying concept that is clearly detectable but appears always fresh and new.

1.2.2(b) Feel:

FEEL marketing appeals to customer's inner feelings and emotions, with the objective of creating affective experiences that range from mildly positive moods linked to a brand to strong emotions of joy and pride (Gilmore, 1998), (Schmitt, 1999).What is needed for FEEL marketing to work is a close understanding that stimuli can trigger certain emotions as well as the willingness of the consumer to engage in perspective taking and empathy (Schmitt, 1999), (Schmitt & Zarantonello, 2013).

1.2.2(c) Think:

According to Schmitt (1999), THINK value encourages consumers to think and be attracted in a creative way so that it may produce re-evaluation feedback towards the company and its brand. Yuan & Wu (2008) by strongly supporting Schmitt's view, define THINK as messages used to encourage customers think, become curious, and engage creativity.

Think marketing demands come through surprise, interest and attract consumers to think and concentrate. When people need to think about the old assumptions and expectations all over again, THINK perception could possibly respond to those thoughts. It could even lead to a paradigm shift sometimes. Thus, THINK value appeals to the intellect and came up with the objective of creating cognitive, problem-solving experiences that engage customers creatively (Danurdara, 2016). As explain by Schmitt THINK appeals to target customers' convergent and divergent thinking through surprise, intrigue and provocation. THINK marketing has also been used in product design, retailing and in communications in many other industries. Following are the various assessments points for THINK module:

a) Thinking (Schmitt et al., 1999)

b) Curiosity (Schmitt et al., 1999)

c) Engaging (Schmitt et al.,1999)

d) Intriguing (Schmitt et al.,1999)

1.2.2(d) Act:

Bern Schmitt Mentioned in his book that the ACT marketing enriches customers' lives by targeting their physical experiences, showing them alternative ways of doing things (e.g., in business-to-business and industrial markets), alternative lifestyles and interaction (Schmitt, 1999). Rational approaches to behaviour change are only one of many behavioural change options. Changes in lifestyles and behaviours are often more motivational, inspirational and emotional in nature and often motivated by role models (such as movie stars or athletes).

1.2.2(e) Relate:

RELATE implies a connection with other people, social groups based on their occupation, ethnicity, lifestyle, etc., or a broader more abstract social entity such as nation, society or culture. RELATE defined by contained aspects of SENSE, FEEL, THINK and ACT marketing (Schmitt, Experiential Marketing, 1999).However, RELATE value bypasses personal personalities, emotions, including personal experiences that make connections among personal, ideal-self, other people or even cultures(Yuan & Wu, 2008). Relate marketing usually demands on self-improvements (such as relating to the ideal-self) of personal desires, and demanding on others (such as classmates, spouse, family or co-worker) to show favourable feelings in order to connect people with a wider social system (a sub-culture, a country, etc.)(Danurdara, 2016). Therefore, RELATE marketing expands beyond the individual's personal, private feelings, thus relating the individual to something outside his/her private state. RELATE campaigns appeal to the individual's desire for self-improvement (Thomson, 2010) which can be achieved by RELATE experience. However, the purpose of RELATE experience seems to be motivated by a need for categorization and search for motivation, thus following figure shows various dimensions of RELATE Experience (Schmitt, Experiential Marketing, 1999).

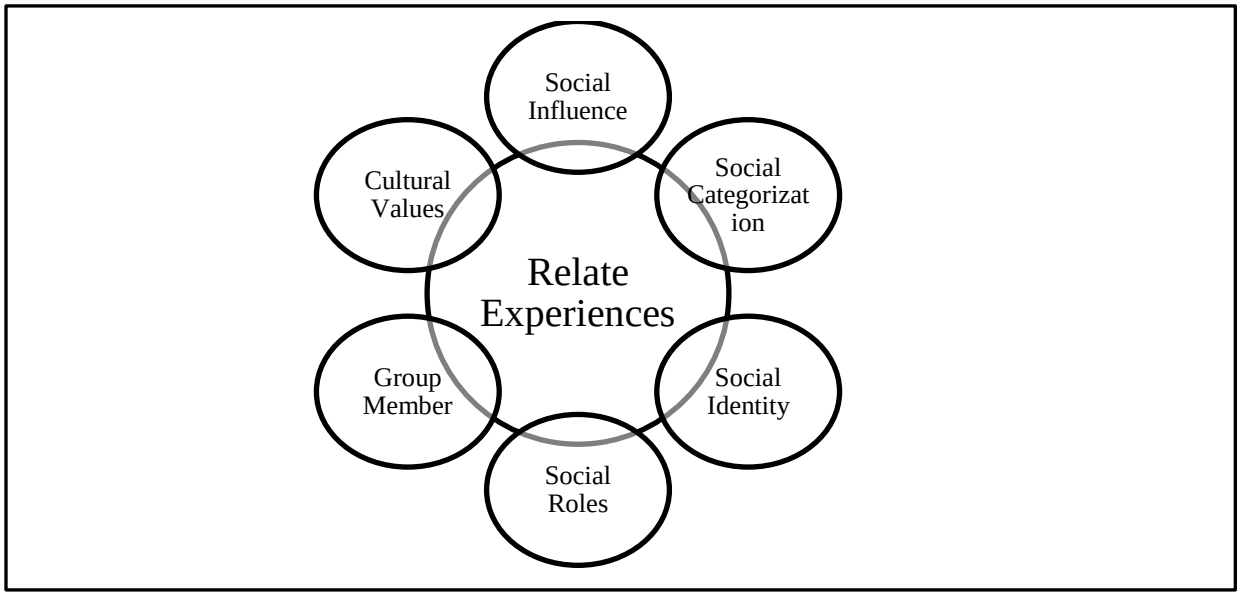

Figure 1: RELATE Experience, (Source: Bernd Schmitt,1999)

1.2.3 Experiential Grid:

The Experiential Grid is extremely useful for experiential marketing planning (Schmitt, 1999). The grid is adaptable in numerous directions, depending on the company's need and objectives.

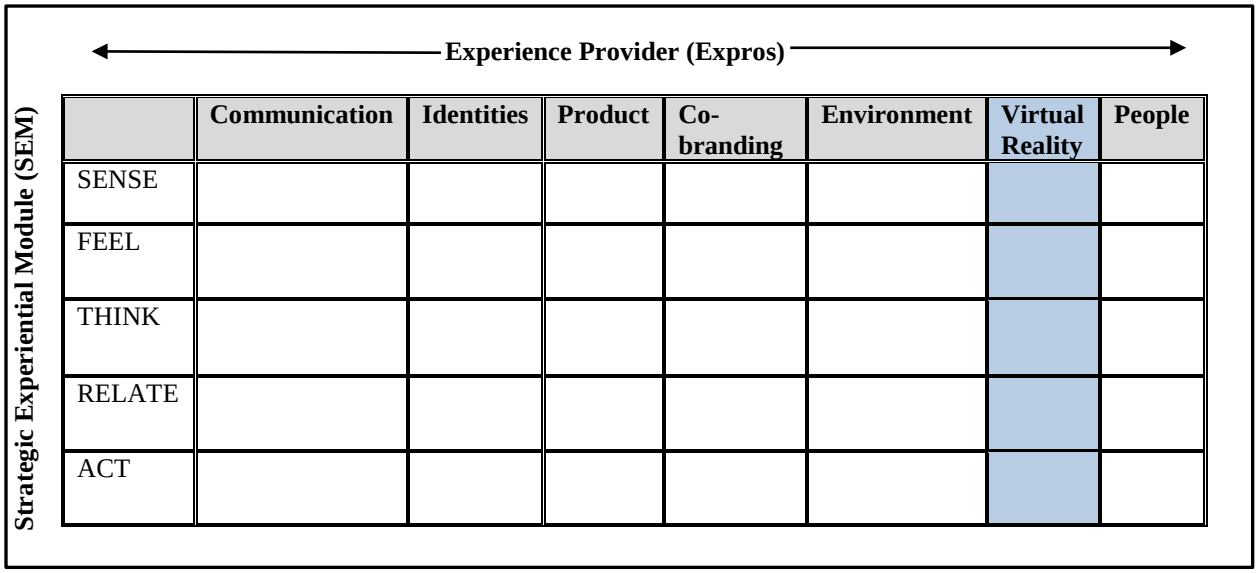

Figure 2: Experiential Grid
(Source: Bernd Schmitt, 1999)

The implementation of strategic SENSE, FEEL, THINK, ACT and RELATE module occur by mean of Experience Providers (Expros) which includes visuals, communication, verbal identity, signage, product presence, co-branding, spatial environment, electronic media and people. Since, these Experience providers preferably website/virtual techniques are acted as stimuli for triggering Sense, Feel, Think, Act and Relate(Schmitt, 1999), these websites/ virtual techniques must involve the actions and emotions of the participating visitor through interactions. Integrating digital and experiential techniques to create virtual experiential environment can be very constructive (Cho et al., 2002). In order to generate the most desired outcomes (i.e. purchase intention, e-wom, e-loyalty) using experiential marketing, it must be implemented into every phase of consumption. Whereas in retail/commercial, with the introduction of digitization the experiential grid environment is being transformed, resultantly traditional brick-and-mortar retailers are also beginning to complement their operations with new virtual techniques based upon IoT, Artificial Intelligence etc (Pascale, 2000).

1.3 Experiential marketing in e-commerce:

The definition of commercial experience as proposed by (Poulsson & Kale, 2004) is an engaging act of co-creation between a provider and a consumer, wherein the consumer perceives value in the encounter and in the subsequent memory of that encounter. As users access e-commercial sites with a clear goal, they are using their Internet skills to complete a particular task-at-hand, either entertainment or product search, with purchase intention, spreading e-word of mouth and e-loyalty. All these online conditions create a flow of experience (Lazoc & Caraivan, 2012; Novak et al., 2000, 2003). Experiential users view shopping as a pleasurable event (Assael, 1998; Novak et al., 2000, 2003). Experiential shoppers enjoy the hunt for bargains online or the social interaction with friends while shopping. They like to navigate web sites to feel and experience the pleasure of shopping for an item, and virtually engaged them in an emotional and entertaining way leads to create Experiential Marketing.

1.3.1 Virtual Experiential Marketing:

Sensory stimulation generated by an interactive virtual world would be very important to experiential shoppers. They are more likely to use search engine optimizing agents also (Wolfinbarger and Gilly, 2001) to filter their choices as per their preferences and revisit only those sites which provide virtual extension. Shopping enjoyment and perceived usefulness of a site are important predictors of revisiting a site in the future (Koufaris, 2002). (Pine and Gilmore,1998) define experiential marketing as a memorable events or experience that engages the consumer in a personal way, such that they feel as being a part of them. While elevating the senses and providing them with sufficient information leads towards decision. Thus, the ubiquity of the internet coupled with the keenness in competition among E-commerce has led to Virtual Experiential Marketing (Virtual Experiential Marketing Practices: An Examination of the Moderating Effects, 2007). Virtual Experiential Marketing encircle the internet and its various channels, including blogs, chat rooms, interactive images, virtual communities and multi-play games, and technology to create enriched environmental experience through visual and audio techniques to produce immersive experience.

1.2 Digital Penetration in e-Commerce:

India is establishing itself as a major presence in the digital economy, from internet connections to app downloads, both the volume and the growth of its digital economy now exceed those of most other countries. Government and the private sector are moving rapidly to spread high-speed connectivity across the country and provide the hardware and services to put Indian consumers and businesses online.

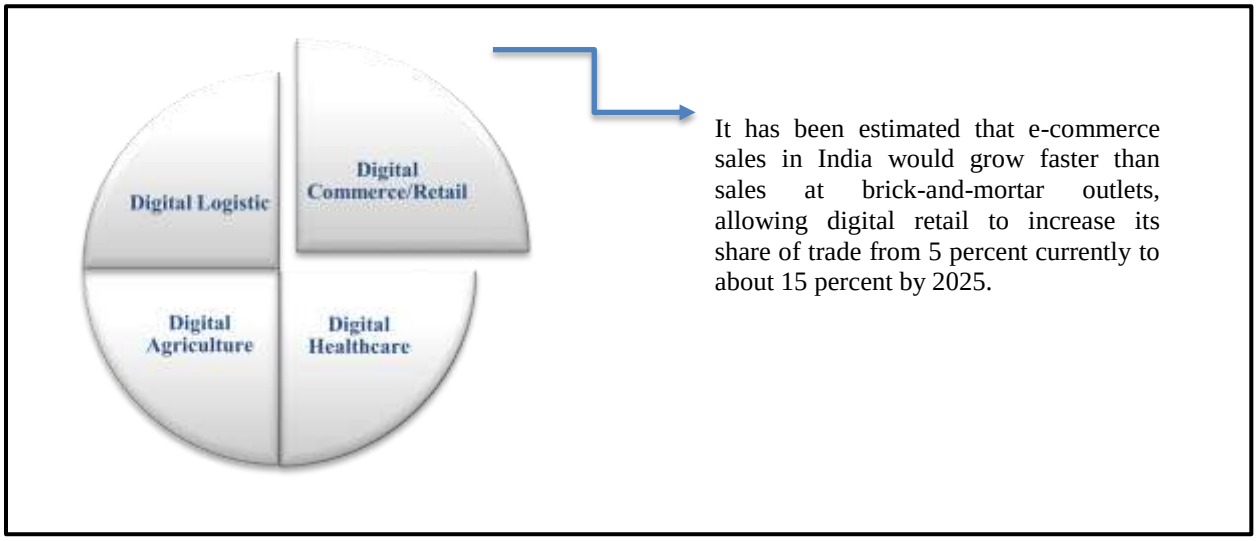
Digital Logistic
Digital Commerce/Retail
Digital Agriculture
Digital Healthcare
It has been estimated that e-commerce sales in India would grow faster than sales at brick-and-mortar outlets, allowing digital retail to increase its share of trade from 5 percent currently to about 15 percent by 2025.

Figure 3: Four sectors in which digital forces can have a transformative effect
(Source: Researcher' construct (MGI Digital India Report, 2019)

Number of internet users has grown nearly two times in the last four years as number of users has crossed 500 million in 2018 (Pahwa, 2019). Availability of numerous choices in terms of brands, discount offers, reduced delivery time, personalization, cash on delivery, digital payment infrastructure and easy returns have been major factors for development of the E-commerce. While the sector is poised for continued growth, companies are address numerous challenges like lack of consistent pricing on multiple booking platforms, inadequate information, lack of trust on the online reviews and pictures, greater trust placed on offline agents and availability of pay-at-the-hotel option for majority of offline bookings with the usage of technology to enhance customer experience like IoT, AR/VR, Big Data analytics, intelligently using user generated content, usage of influencers and offering of personalized travel solutions (Pahwa, 2019).

E-commerce is expected to become the future of retail, with most of the growth in retail sector taking place in the digital space. The global retail e-commerce sales were 1.86 trillion US dollars in 2016 and is expected to reach 4.48 trillion US dollars in 2021 (Kshetri, 2018).

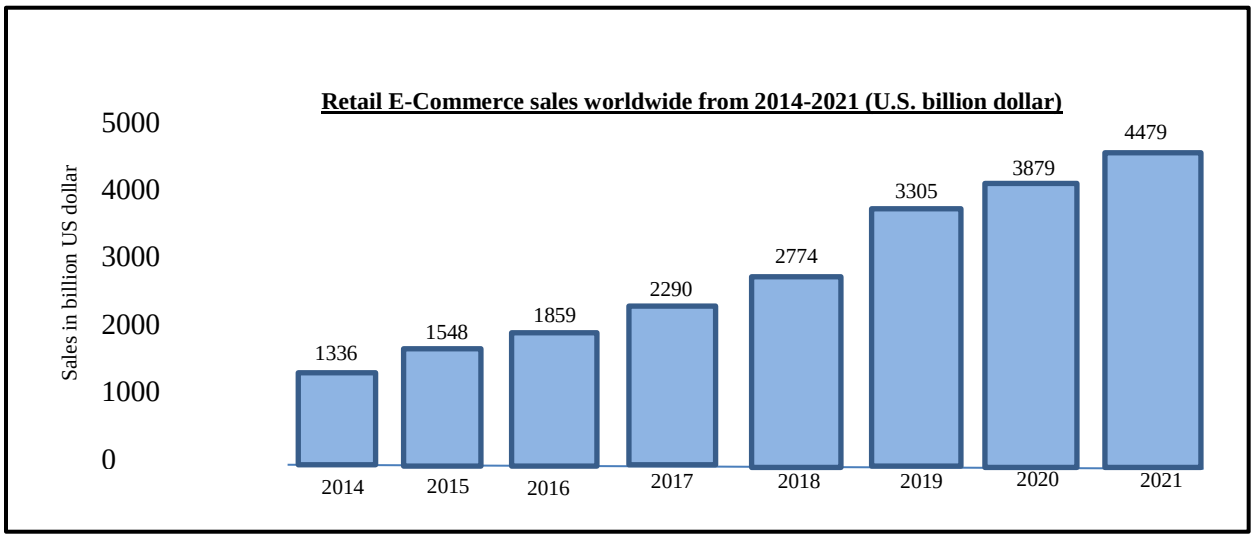

Figure 4: E-tail sales growth chart, (Source: IBEF,2014)

As the lifestyle of the consumers is changing and becoming more adaptive to online shopping, it is becoming crucial for the players in this industry adopt technology to provide services that can lead to customer delight. Aided by the increasing availability of high-speed digital connectivity, the growing number of smartphones, and the adoption of digital technologies can seamlessly connect sellers and buyers. With the arrival of digitization, IoT's (Internet of Things), Artificial Intelligence the lifestyle of consumer is became more convenient, table 6 showing are technological applications and their role in day to day life in e-commerce.

Table 6: Role of Technological Application

S. No.	Technological Application	Role
1	**Online buying and selling**	E-commerce via online marketplace or through a company's own website offers a direct connection with consumers.
2	**Store and inventory management**	Readily available software for laptops or tablets can help retailers keep their accounts, pay suppliers, manage inventory, and bill customers, all while generating data that can provide insights into how to improve productivity.
3	**Digital marketing**	Commercial platforms can place targeted advertising, generate leads, analyse the effectiveness of campaigns, and make data-backed recommendations about discounting and other management decisions.

4	**In-store digital applications**	Use augmented-reality solutions to let shoppers see how a garment or makeup would look on them without requiring them to physically put it on. Others have created virtual stores—two-dimensional displays of groceries or other products, each with a QR code—where customers make a purchase by scanning the code, the physical products are then delivered to their homes.
Table 6: Role of Technological Application (Continued)		
5	**Financing**	Digital applications such as e-commerce and point-of-sale credit- and debit-card terminals automatically create revenue and cost data that lenders can rely on to more accurately assess potential borrowers' creditworthiness
6	**Digital payments**	United Payments Interface, the interbank money-transfer service, and digital wallets such as Paytm are card-free options to make or receive digital payments. Using them in lieu of cash also creates data on revenue and expenditure and can help retailers expand their customer bases and reduce the cost of handling cash.

(Source: Researcher's construct derived from (MGI Digital India Report, 2019)

1.3 Importance of Virtual Techniques:

So far, we have seen that e-commerce and Virtual Techniques are firmly intermingled with each other, virtual techniques play very crucial role in e-commerce and other related fields, such as:

- Effective Planning and Suitable Management (Nayyar et al., 2018)
- Effective Entertainment Tool (Nayyar et al., 2018)
- Education Tool(Nayyar et al., 2018)
- Virtual Attractions at Effective Cost(Nayyar et al., 2018)
- Interactive Dining Experience(Nayyar et al., 2018)
- Booking Rooms(Nayyar et al., 2018)
- Exploring the property(Nayyar et al., 2018)
- Real Time and Reliable Navigation(Nayyar et al., 2018)

1.4 Future Outlook:

Considering the recent developments and market trends, hyperlocal space will see more companies, including big players like Ola, Swiggy, Big basket, etc., to descent into different services like medicines, milk, cleaning, other personalized services. With low entry barriers, companies in this segment will always have a looming fear of newer players coming in. Those who offer seamless services will carve

their niche in this sector and survive in the long run. The existing players would look at cushioning volume through horizontal services and adding customer touch points. The companies will continue to use Machine Learning (ML) and AI(Artificial Intelligence) capabilities to focus on solving the key issues of the sector like route planning, order consolidation, estimating optimum time slots and overall servicing costs (Harrison- Walker & Jean, 2001).

SECTION 2

Literature Review:

This section covers the brief summary of literature on the topic. The section is divided into three sub sections, **the literature map, the conceptual coverage of literature, and synthesised literature review**. The literature review is covered from five aspects- constructs under Virtual Experiential Marketing, Experiential Value, Purchase intention, e-WOM, e-loyalty and methodology used.

2.1 Literature Map:

Figure5: The Literature Map
(Source: Researcher's Construct)

2.2 Conceptual coverage of Literature:

The basis for this study has been adapted from (Yuan and Wu,2008) research. In (Yuan and Wu, 2008) study it was proposed that experiential marketing induces positive experiential value and positive customer satisfaction. (Yuan and Wu,2008) tested the relationships between experiential marketing (sense perception, feel perception, think perception, service quality), experiential value (emotional value and functional value) and customer satisfaction.

The intention of carrying out experiential marketing in e-commerce is to engage customer through the senses and to create an expression to leave a long-lasting impression (Iglesias et al., 2011), (Varma & Jain, 2015). Because of the shift from Service based to Experience based the customer experience start gaining interest (Rather, 2018)

2.2.1 Virtual Experiential Technique:

Characteristics of virtual experiential marketing are and its elements are identified as sense, interaction, pleasure, flow, and community relationship (Josephine & Chu-Chi, 2007). It is proposed that shopping orientations, prior purchase, and information technology (IT) usage level have moderating effects on the impacts of virtual experiential marketing on online browse intention and on the impacts of virtual experiential marketing on online purchase intention (Josephine & Chu-Chi, 2007) thus, with the improvement and progress of the information technology, the consuming situations can be made more real with techniques such as simulation and virtual reality, etc. For this reason, this research is aimed at examining the feasibility and effectiveness of the implementation the practices of experiential marketing on the Internet and how customers perceive experiences in the virtual world. After reviewing previous literature, following table defines different virtual techniques prevailing in e-commerce industry.

While going through previous literatures in empirical researches and theoretical studies experiential marketing has been getting more and more attention. This emerging marketing field represents experiences as a powerful marketing tool and a great differentiator in a highly competitive market.

Schmitt(1999)has defined experiential marketing as a marketing providing an integrated total experience to the consumers while (Danurdara, 2016)defines experiential marketing as a marketing which leaves strong, impressive and continuous memory on customers by creating a total reaction based on the actions of customers.

Schmitt(1999) in his book equated virtual experiential market by providing experiential grid where stimuli in a form of website/virtual techniques align horizontally and triggers as sensory experiences (SENSE), affective experiences (FEEL), creative cognitive experiences (THINK), physical experiences, behaviours and lifestyles (ACT) and social-identity experiences (RELATE)in a form of strategic

experiential module align vertically(Schmitt & Zarantonello, 2013). Experiential marketing is further separated into five concepts: sense, feel, think, act, and relate marketing (Schmitt, 1999).Focusing on these senses creates a unique bond between the consumer and the brand, ideally leaving a lasting, positive impression.

Table7: Strategic Experiential Module's construct definition

SEM	DEFINITION	AUTHOR
SENSE MODULE	Appeals to the senses with the objective of creating sensory experiences through sight, sound, touch, taste, and smell.	Schmitt,1999
FEEL MODULE	Appeals to customer's inner feels and emotions with the objective of creating affective experiences that range from mildly positive moods linked to a brand to strong emotions of joy and pride.	Schmitt,1999 & Gilmore 1998
THINK MODULE	Appeals to the intellect with the objective of creating cognitive, problem-solving experiences that engage customers creatively.	Schmitt,1999 & Dhanurdara,2016
ACT MODULE	Enriches customer's lives by targeting their physical experiences, showing them alternative ways of doing things, alternative lifestyles and interactions.	Schmitt,1999
RELATE MODULE	Expands beyond the individual to appeal to the need to be positively perceived by others and connected to a broader social group.	Schmitt,1999 & Thomsan,2010

Thus, Positive immersive attitudes toward the web atmospherics derive from consumers' characterized experience such as involvement, sense, pleasure, flow, and community which leads to create a memorable and emotional connection(Pine& Gilmore, 1998; Schmitt, 1999; Otto & Ritchie, 1996; Poulsson& Kale, 2004; Mathwick, Malhotra & Rigdon, 2001; Menon & Kahn, 2002, Hoffman & Novak, 1996) leads towards Virtual Experiential Marketing and Virtual Experiential Techniques are based on the process of providing holistic engagement experience among brand/service and consumer by modelling a real life phenomenon with a set of virtual tools and techniques.

2.2.2 Experiential Value:

Blatterberg & SaïdEchchakoui(1998; 2016)pointed out that customers are the most critical asset for businesses, so businesses should focus on long-term management of customer value and attract, develop,

and maintain their relationships with their customers, the main concepts of customer value are that it is subjective to customers, perceived after an evaluation process, and developed by a balance between benefits and sacrifices. Experiential value refers to customers' perceptions of products or services through direct use or indirect observation (Mathwick et al., 2001). Experiential value refers to customers' perceptions of value arising from the consumption experience (Keng& Ting, 2009). (Mathwick et al.,2001) base their conceptualization of experiential value on (Holbrook,1994) and distinguish between intrinsic (hedonic) and extrinsic (utilitarian) value components and active and reactive sources of value on the other hand. Bridges & Florsheim ,2008 identify utilitarian and hedonic values as the online shopping goals that guide consumer behaviour. For repeat/experienced customers, value judgments are derived from the past consumption experiences that facilitate (or block) the achievement of their shopping goals (Woodruff, 1997).In the retail literature hedonism and utilitarianism is applied to distinguish between shopping motivations originating from viewing shopping as work versus viewing shopping as fun (Babin, Darden, and Griffin 1994).

2.2.2(a)Hedonic value:

Hedonic value reflects the value received from the multisensory, fantastic and emotive aspects of the shopping experience (Hirschman & Holbrook, 1982). (Mathwick et al.,2001) define hedonic value as intrinsic values comprises of visual appeal, entertainment, escapism and enjoyment. Furthermore, vicarious consumption can provide hedonic value by allowing a consumer to enjoy a product's benefits without purchasing it (Macinnis and Price 1987).

2.2.2(b) Utilitarian value:

Utilitarian value reflects shopping with a work mentality (Hirschman and Holbrook 1982), thus refers to the performance of an activity in order to attain some separable outcome. Shoppers experience utilitarian value when their task-related needs are fulfilled. Therefore, utilitarian value is characterized as instrumental and extrinsic (Babin et al., 1994; Holbrook, 1999; Holbrook and Hirschman, 1982) thus monetary savings and convenience contribute to utilitarian value. Mathwick, Malhotra and Rigdon (2001)

define utilitarian value as extrinsic values comprises of efficiency and economic value. Thus, the utilitarian value caries economic criteria and we get monetary and convenience benefits out of it.

2.2.3 Purchase Intention:

Purchase intention is the response towards an object which develop because of behavioural shift (Khan & Rahman, 2014). Emotional Experience developed towards product and service leads to purchase intention (Luo, Chen, Ching, & Liu, 2011) (Khan & Rahman, 2014). (Schmitt & Zarantonello, Consumer Experience and Experiential Marketing: A Critical Review., 2013) think that the purchase intention can be predicted through consumers' attitude toward brand and their different experiential profile that have different reactions in attitudes toward the brand and purchase intention. (Yang & He, 2011) proposed that emotional experience, specially SENSE have positive impact on purchase intention. As mentioned by (Fishbein and Ajzen, 1975) the Theory of Reasoned Action purchase intentions are used to predict that consumers' behavioural intention which directly get influence by their actual behaviour and attitudes.

2.2.4 E-WOM (electronic word of mouth):

Traditionally, (Harrisonwalker,2000) broadly defined WOM as in formal, person to person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, an organisation, or a service (Hennig Thurau and Walsh 2004). Compared to traditional WOM, e-WOM has the advantages of facilitating massive spread of information at a fast pace, exceed space, time, social class barriers, and cultural differences (Hennig-Thurau et al. 2004; Wellman 2001; Armstrong and Hagel 1996; Rheingold 1993). With the progression in technology the word of mouth in the digital environment, have different features, and different appeals that may influence consumer attitudes toward WOM communication. Some digital channels are more immediate and intimate (e.g. chat, text messaging), while others are widely used to share and distribute information among groups of users (e.g. social networks, online communities). Impact of e-WOM was studied by (Cheung eal.,2008) to analyse to what extent the consumers are willing to accept and adopt online consumer reviews.

2.2.5 E-Loyalty:

Frequent purchase and satisfied customer are act as a precursor towards building customer loyalty.(Oliver,1979) defines loyalty as a deeply held commitment despite of situational influences, marketing efforts which may provoke switching behaviours, consumer tend to rebuy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same-brand set purchasing (Luo, Chen, & Liu, An examination of the effects of virtual experiential marketing on online customer intentions and loyalty, 2011). Thereby, customer loyalty defined as the degree to which consumers feel satisfied with a website, product or service and show their support for it in attitudinal, behavioural, and the general aspects (Wu & Tseng, 2015). Wahyuningtyas, Achmad, & Zainul (2017) explained that Sense, Feel, Think, Act and Relate have a significant influence on Customer Satisfaction which subsequently influence Customer Loyalty. (Srinivasa et al.,2002) define e-loyalty in line with as a favourable attitude toward the website that results in repeat visiting behaviour. Thus, customer loyalty plays important role in improving financial performance of any company.

2.2.5(a) Attitudinal Loyalty:

The traditional conceptualization of attitudinal brand loyalty includes cognitive, affective, and behavioural intent dimensions. In e-marketplaces, however, database technology makes it possible to put more emphasis on the cognitive dimension by offering customized information and the affective dimension, in e-loyalty the roles of trust, privacy, and security come into sharper focus. (Baldinger and Rubinson,1996) have validated that highly loyal buyers tend to stay loyal if their attitude towards a brand is positive.

2.2.5(b) Behavioural Loyalty:

Traditionally, behavioural loyalty has been defined in terms of repeat buying behaviour**.** When the concept of behavioural loyalty is extended to the e-market space, both the conceptual (Chaudhuri and Holbrook,2001) and measurement (Basu,1994) issues become more complex and sophisticated. Factors such as repeat site visits without purchases and extent of time spent at the e-commerce site (site stickiness) have to be considered (Smith, 2000) leads to behavioural loyalty.

2.2.6 Demographics:

Demographics are the data that describes the composition of a population, such as age, gender, occupation and education level, technology self-efficacy, web usage and activities on the internet. (Bandura, 1986) defines self-efficacy as a generative capability in which cognitive, social and behavioural sub skills must be organized into integrated course of action to serve innumerable purpose, whereby computer/technology self-efficacy refers to individual's perception about his/her ability to use a computer/technology to perform a computer task successfully(Campeau and Higgins,1995).These statistics are an often overlooked but significant factor that affects how e-commerce services and product should price and as per the demand. Experiential Marketing get highly influenced by demographic character (Chao-Chien & I-Han, 2014).

2.3 Summary of Literature Review:

Summary of Literature Review																	
	Category				**Construct**				**Area of Study**		**Methodology**				**Context**		
Title/Author(Year)	**Research Paper**	**Article**	**Reports**	**Thesis**	**e-WOM**	**e-Loyalty**	**Purchase Intention**	**Experiential Value**	**Experiential Marketing**	**e-Commerce**	**Virtual Techniques**	**Descriptive**	**Empirical**	**Exploratory**	**Conceptual**	**Indian**	**International**
Hedonic Consumption: Emerging Concepts, Methods and Propositions/ *Morris B. Holbrook & Elizabeth C. Hirschman* (1982)	√														√		√
Integrated multi-channel communication/ *Patrick Hetzel & Pierre Volle* (2002)	√								√						√		√
Customer experience places: the new offering frontier/*James H. Gilmore & B. Joseph Pine II* (2002)	√							√							√		√

The Experience Economy and Commercial Experiences/*Susanne H. G. Poulsson and Sudhir H. Kale* (2004)	√							√	√				√	√			√
The Flow Experience of online search: A Literature Review and future research agenda/*Lazoc A & Caraivan L.* (2012)	√							√	√		√				√		√
Summary of Literature Review (Continued)																	
Measuring the Customer Experience in Online Environments: A Structural Modeling Approach / *Thomas P. Novak, Donna L. Hoffman, Yiu-Fai Yung* (2000)	√						√		√		√	√					√
Shopping Online for Freedom, Control, and Fun /*Wolfinbarger & Mary Gilly* (2001)	√								√	√	√		√				√
Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behaviour / *Koufaris* (2002)	√						√			√	√	√					√
Tourism and hospitality marketing: fantasy, feeling and fun / *Alistair Williams* (2006)	√						√	√	√				√				√
The Service Experience in Tourism / *Otto & Ritchie* (1996)	√								√			√					√
Understanding brands as experiential spaces: Axiological implications for marketing strategists / *Emily Boyle* (2006)	√					√			√				√				√
Enhancing the application of experiential marketing in the arts /*Petkus* (2004)	√							√	√	√			√				√

An empirical test of experiential shopping in food retailing / *Lang & Hooker* (2013)	√						√		√	√	√	√					√
Word of mouth: Understanding and managing referral marketing /*Francis Arthur Buttle* (1998)	√				√										√		√
Consumer self-regulation in a retail environment / *J. Babin, Barry; R. Darden, William* (1995)	√								√	√		√					√
Virtual Experiential Marketing Practices: An Examination of the Moderating Effects /*Ja-Shen Chen; Josephine Chu-Chi Liu* (2007)	√								√		√		√	√			√
Summary of Literature Review (Continued)																	
That Internet of Things 'Thing / *Kevin Ashton* (1999)		√									√						√
The Relationships among Brand Experience, Brand Resonance and Brand Loyalty in Experiential Marketing / *Shieh, Hwai-Shuh; Lai, Wei-Hsun* (2017)		√				√			√				√				√
Hedonic and utilitarian shopping goals: The online experience / *Eileen Bridges; Renée Florsheim* (2008)	√							√		√		√					√
Effects of virtual-experience combinations on consumer- related "sense of virtual community" / *Ching- JuiKeng, Hui- Ying Ting, Ya- Ting Chen* (2011)	√								√	√	√		√				√
Influence of Experiential Marketing on Customer Purchase Intention / *Imran Khan & Zillur Rehman*(2015)	√						√		√					√		√	

E- complaining: a content analysis of an Internet complaint forum / *L. Jean Harrison- Walker* (2001)	√				√								√			√
Electronic Word of Mouth via Consumer-opinion platforms: What motivates consumer to articulate themselves on the internet? /*Hennig-Thurau; Gianfranco Walsh* (2004)	√				√				√	√	√				√		√
The impact of electronic word-of-mouth - The adoption of online opinions in online customer communities/*Cheung, Christy MK; Lee, Matthew K. O*. (2008)	√				√							√					√
E-retail market size/*Ajay Srinivasan; Abhijit Hirani* (2018)			√							√						√	
Shifting from Consumption to Experience; Winning the omnichannel retailing (2014)			√						√	√							√
Ministry of Electronic and Information Technology/ Annual Report 2018-19			√							√	√					√	
Summary of Literature Review (Continued)																	
E-commerce/*Indian Brand Equity Foundation* (2017)			√							√						√	
Impact of E-Commerce on employment in India/*Sanjay Agarwal* (2018)			√							√						√	
Digital India/*McKinsey Global Institute* (2019)			√							√	√					√	
E-Commerce:A critical review/*Reynolds,Jonathan* (2000)		√								√							√
5G in E-Commerce Activities/*Nir K shetri* (2018)	√									√	√				√	√	

Information technology-enabled dynamic capabilities and their indirect effect on competitive performance: Findings from PLS-SEM and fsQCA/*Patrick Mikalef, Adamantia Pateli*(2017)	√											√				√
Mining uncertain data with multi objective genetic fuzzy systems to be applied in consumer behaviour modelling/*Jorge, Francisco J,Martı´nez-Lo´pez* (2009)	√						√					√				√
User experience in personalized online shopping: a fuzzy-set analysis/*Ilias O.Pappas*(2018)	√						√	√		√		√				√
Experiential Marketing Events-Creating Successful Experiences/*Ditte Alberg* (2014)				√				√	√			√				√
Customer loyalty in e-commerce: An exploration of its antecedents/*Srini S. Srinivasan. Andersona; Kishore Ponnavolu* (2002)	√					√				√		√				√
Targeted E-commerce Marketing Using Fuzzy Intelligent Agents/*Ronald R. Yager (*2000)	√									√		√				√
Understanding customers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk/*Chao-Min Chiu; Eric T. G. Wang; Yu-Hui Fang; Hsin-Yi Huang* (2014)	√						√	√								√
Summary of Literature Review (Continued)																
Relationships Among Experiential Marketing, Experiential Value, and Customer Satisfaction/*Yuana & Chihkan* (2008)	√							√	√			√				√

Customer Satisfaction and Loyalty in an Online Shop: An Experiential Marketing Perspective/*Mei-Ying Wu & Li-Hsia Tseng* (2015)	√					√			√			√				√
Virtual Reality (VR) & Augmented Reality (AR) technologies/*Anand Nayyar, Bandana Mahapatra, Dac Nhuong Le & G. Suseendran* (2018)	√										√				√	
Intelligent Emotion-Oriented E-Commerce Systems/ *Alexander* (2008)	√									√	√					√
Sense Marketing, Experiential Marketing, Customer Satisfaction&RepurchaseIntention/*Farshad faezyrazi& Masoud lajevardi*(2016)	√						√		√							√

2.4 Research Gap:

Virtual techniques being a recent development, very few studies are conducted on the application of virtual techniques through experiential marketing in e-commerce, so does the previous literature reveal the absence of studies identifying the impact of virtual applications on consumer experiential value and further their behaviour towards purchase intention, e-wom and e-loyalty. Many researchers have studied the e-commerce from different perspectives viz. dimensions of service quality, its impact on revisit intention, purchase frequency and loyalty, quality gaps(Gabbie and O'Neill (1997), Juwaheer T. D. (2004), Lau et al. (2005), Markovich S. and Raspor S. (2010), Bostanji (2013), Antoneta and Charles (2014)). Since very few studies have shed their light by showing the effect of experiential value on purchase intention with the emphasis upon virtual technique (Anggie & Haryanto, 2011),(Thomson, 2010) and thereby the effect of experiential marketing on only few aspects of experiential value(Yuan,2008), (Hyunjin, 2013) which conclusively creates certain voids. So, with the support of

secondary data and with the intrusion of technology and innovation (Seitzman, Bhattacharjee, & Seeley, 2017) such as Face-recognition Technology, IoT(Internet of Things), Chatbots & Artificial Intelligence, Augmented Reality, Virtual Reality, Virtual Assistance etc the point of sales and multiple touch value can be increased which may leads to minimize the gap.

SECTION 3

Need of Study:

Several researches have shown that consumers learn about products through indirect experience, such as advertisingand via direct experiencesuch as product trial. If that has to be done with the support of three-dimensional (3-D), multi-user, online environment, then it constitute a new revolution of interactivity by creating compelling virtual experiences (Waller, 1997).

E-commerce is playing very crucial role by showing unprecendent growthin the country's economic growth, in creating employment opportunities. The e-commerce sector in India is on a growth trajectory and is projected to cross 103USD billion by 2020 at an impressive CAGR of 41% (E-commerce, 2017).India, a fast-growing emerging Asian market, shows optimistic projections for the e-commerce industry. Current active e-commerce penetration in India stands only 28 percent, with lots of room for improvement - India's retail e-commerce CAGR is projected to reach 23 percent from 2016 to 2021(Statista,2019).With the increasing diffusion of technology, morespecifically the Internet, the global business communityis rapidly moving towards Businessto Consumer (B2C)E-Commerce. And, due totransparency of the market, customers cancompar theservices of various e-commerce sites easily.As per the survey done by CRISIL by 2020 approximately 329.1 million people are projected to buy goods and services online in India(CRISIL,2019). This means that about 70.7 percent of internet users in India will have purchased products online by then. The major segment in e-commerce is e-tail, which forms the fastest growing segment, and is also expected to account for 67% (USD 68.8 billion) of the total e-commerce market (Srinivasan & Hirani, 2018).

E-tail is expected to create around 1.45 million employment opportunities by 2021. E-tail sales in India are forecast to grow tremendously, with projections to jump from around 16 billion U.S. dollars in 2016

to just over 45 billion U.S. dollars in 2021. In 2016, Amazon was the leading online store in India with net e-commerce sales of 437.7 billion U.S.D., followed by local competitors Flipkart and Snapdeal.One of the biggest advantages of E-commerce is that along with the core product or service it can also provide numerous ancillary services without having to invest a lot. Such as Amazon India and flipkart introduced one day delivery guarantee on purchases for a nominal fee,Flipkart also introduced its own payment gateway Payzippy and also, its own logistics and supply chain firm Ekart. E-commerce websites are also introducing e-Wallet services for example - Amazon's Pay Balance, UPI's, Google Pay etc.

Thus, with the aggressive technological advancement companies are also rigorously pushing themselves to experiment on their R & D to provide multitude experience to their consumer. Consumers are not just sturdy to buy products, but are prepared to experience them. Therefore, experience is an essential element of the life of today's consumer (Schmitt, 1999). Whereas, commercial transactions involve the exchange of experiential value across boundaries in return for products and services and is important for understanding the performance indicators of e-commerce. Hence, it is very important to study the influence of perceived experiential value of consumer over performance indicators of E-commerce.

SECTION 4

Conceptual Framework:

The conceptual framework has been derived from literature review and rooted with five prime variables i.e. Virtual based marketing technique, strategic experiential module, purchase intention, e-WOM, e-loyalty. The framework for conceptual framework has been derive from Antecedent, behaviour, consequence framework also known as "ABC", ABC falls under the umbrella of applied behaviour analysis, which is based on the work of B.F. Skinner. Whereby, the Virtual Experiential Techniques acted as an antecedent and further Experiential Values as behaviour and the consequence it brings in consumer behaviour in way of purchase intention, e-WOM subsequently e-loyalty and demography acted as trigger/moderator for driving certain emotions.

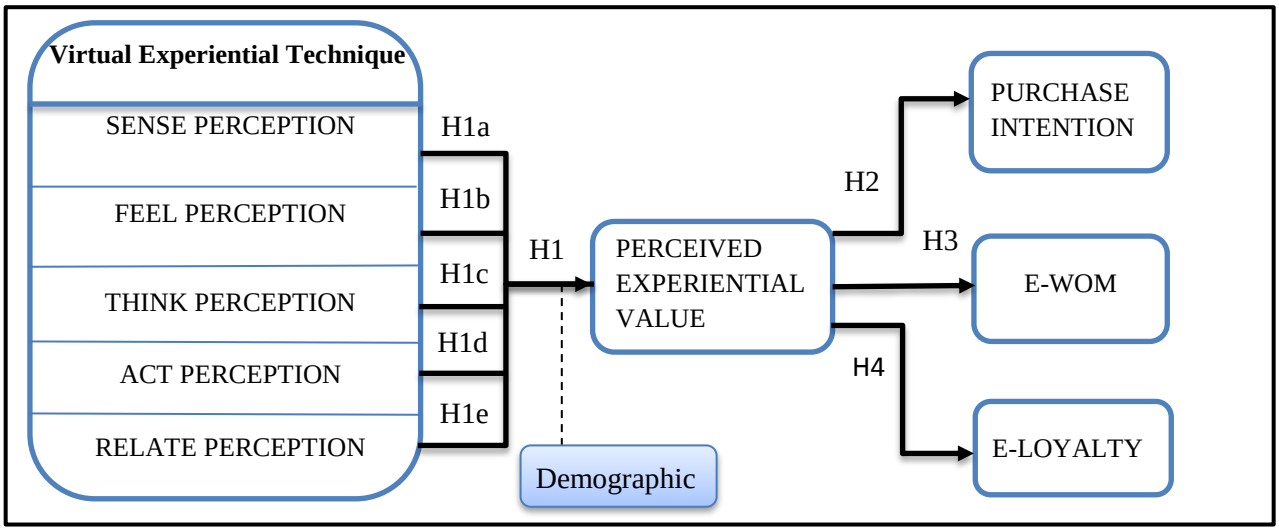

Figure 6: Conceptual Framework, (Source: Researcher's own construct inspired from yuan,2008)

Definition of constructs of Conceptual Framework:

Table 8: Constructs

S. No.	Constructs	Definition	References
1	Sense Perception	Appeals to the senses with the objective of creating sensory experiences through sight, sound, touch, taste, and smell	Yuan & Wu, 2008;Schmitt (1999)
2	Feel Perception	Appeals to customers" inner feels and emotions with the objective of creating affective experiences that range from mildly positive moods linked to a brand to strong emotions of joy and pride.	Yuan & Wu, 2008;Schmitt (1999)
3	Think Perception	Appeals to the intellect with the objective of creating cognitive, problem-solving experiences that engage customers creatively.	Yuan & Wu, 2008; Schmitt (1999)
4	Relate Perception	Expands beyond the individual to appeal to the need to be positively perceived by others and connected to a broader social group.	Yuan & Wu, 2008;Schmitt (1999)
5	Act Perception	Enriches customer's lives by targeting their physical experiences, showing them alternative ways of doing things, alternative lifestyles and interactions	Yuan & Wu, 2008;Schmitt (1999)
6	Perceived Experiential Value	Perceived Experiential value are strongly tied to interactions between direct usage and distant evaluations of goods and services, and these interactions provide the foundation for experiential	Mathwick, Malhotra, & Rigdon, 2002

		value perceived.	
Table 8: Constructs (Continued)			
7	Purchase intention	An outcome concerning customer behavioral decisions and thoughts on whether to buy or recommend a product or service.	Keng et al (2007), Pura (2005), Sweeney & Soutar (2001)
8	WOM(word-of-mouth)	Refers to informal communication between private parties concerning evaluation of goods and services.	Ditcher 1966; Fornell and Bookstein 1982; Singh 1988 & Westbrook 1987
9	E-Loyalty	E-loyalty demonstrated the highest elasticity with respect to character and Care and comprised of8Cs considered, customization, contact interactivity, cultivation, care, community, choice, convenience, and character, all but convenience, were found to have a significant impact on e-loyalty.	Srinivasan, Anderson and Ponnavolu (2002)

SECTION 5

5.1 Objectives:

The proposed study has following objectives:

Objective 1: To identify various types of Virtual Experiential Techniques used in e-commerce.

Objective 2: To study the effect of Virtual Experiential Techniques on Perceived Experiential Value.

Objective 3: To evaluate the influence of Perceived Experiential Value on Purchase Intention.

Objective 4: To evaluate the influence of Perceived Experiential Value on e-WOM (electronic-Word-of-Mouth).

Objective 5: To evaluate the influence of Perceived Experiential Value on e-loyalty.

5.2 Hypothesis:

5.2.1 Perceived Experiential Value and Virtual Experiential Technique:

The most significant cause to moderate the effect of implement of the virtual experiential marketing elements on the Online behaviours is the Internet users – people themselves. (Berry et al.,2002)

mentioned that an experience can bring social and functional values to customers. Many researchers have asserted, moreover, that different environmental factors create different customers' responses. These factors include music (Areni & Kim, 1993; Hui, Dube, &Chebet, 1997; Milliman, 1982), colour (Bellizzi, Crowley, & Hasty, 1983), smell (Spangenberg, Crowley, & Henderson, 1996), and level of crowding (Eroglu & Machleit, 1990; Hui & Bateson, 1991). In addition, Li (2001) found that colour, brightness, music volume, and customers' emotions affect customer satisfaction and time perception. Therefore, based on Schmitt's strategic experiential modules and previous research done by (Yuan and Wu,2008) following hypotheses were developed to test the relationships among Virtual Experiential Technique and experiential value.

H1: Virtual Experiential Techniques positively influence Perceived Experiential Value

- H1a: Higher level Sense perception value positively influences Perceived Experiential Value.
- H1b: Higher level Feel perception value positively influence Perceived Experiential Value.
- H1c: Higher level Think perception value positively influences Perceived Experiential Value.
- H1d: Higher level Relate perception value positively influences Perceived Experiential Value.
- H1e: Higher level Act perception value positively influences Perceived Experiential Value.

5.2.2 Purchase Intention and Perceived Experiential Value:

The experiential marketing is key exogenous construct for resulting purchasing intention and behavior (Singh and Sirdeshmukh,2000). Lee &Overby (2004) further elaborate that the value that motivates consumption behavior has been attributed to functional, conditional, social, emotional and epistemic utility. Sheth et al.'s (1991b) theory of consumption value is used as the theoretical background in this study. This theory identifies five consumer values in order to understand how consumers decide whether or not to buy a certain product. By identifying the values influencing consumers' decisions, marketers may be able to appropriate their marketing efforts to the right areas. Prior studies have supported the idea that experiential value provided through experiential marketing has a strong effect on purchase intentions (Keng et al, 2007; Pura, 2005). Purchase intention takes place during the pre-purchase phase of availing service/product in which the experience begins and customers become aware and interested in the product

offering. Because of the hedonic and utilitarian value provided through experiential marketing, consumer's behavioral decisions are affected. Based on the value provided, customers will decide whether or not they want to purchase the product. Therefore, following hypothesis has been developed:

H2: Perceived Experiential Value positively influence Purchase Intention.

5.2.3 e-WOM (electronic Word-of-Mouth) and Perceived Experiential Value:

Social value is expected to have a greater influence on the use of entertainment services, as they are often used in a social environment that involves interpersonal influence (Sullivan Mort & Drennan, 2005). Whereby, functional value is a more diagnostic information for producing valid task resolutions and for helping others make better purchasing decisions because it relies more on objectively verifiable data. Post purchase consumers may generate a lot of buzz, which serves as a kind of viral marketing (Kirby and Marsden 2006). Zhu and Zhang (2010) and (Berger, Sorensen, and Rasmussen, 2010) found that a positive valence promotes a product, while conversely, a negative valence has an adverse and more serious effect on a product. Therefore, the following hypothesis is established:

H3: Perceived Experiential Value positively influence word of mouth.

5.2.4 E-loyalty and Perceived Experiential Value

Creating loyal customers is a major goal for service marketers and often represents a fundamental component of a company's long-term competitive strategy (Kotler, Bowen, & Makens, 2006). In terms of research, customer loyalty incorporates both behavioural and attitudinal aspects (Dick &Basu, 1994; Jacoby & Chestnut, 1978; Oliver, 1999). (Mathwick et al., 2001) assessed the value dimensions (aesthetics and playfulness as dimensions of hedonic value; service excellence and customer return on investment –CROI- as dimensions of utilitarian value) as antecedents of attitudinal loyalty. Therefore, we define e-loyalty in line with Srinivasan, (Anderson, and Ponnavlu, 2002) as a favourable attitude toward the website that results in repeat visiting behaviour. Thus, hedonic value (intrinsic) and utilitarian value (extrinsic) are orthogonal, implying that consumers' attitudes are best considered as resulting from some degree of both. Therefore, the following hypothesis has been formulated:

H4: Perceived Experiential Value positively influence E-Loyalty

SECTION 6

Research Methodology:

6.1 Research Design:

The proposed research has two folds of research design, the first part being descriptive research design and for the second part causal research design would be adopted.

Descriptive research design has been adopted with the intention to elaborate an accurate representation of persons, events or situations (Saunders, Lewis, Thornhill, & Bristow, 2019) and relies on online survey techniques. Thus, to achieve given objectives descriptive research design would be adopted and the inclusion of inferential research tool would be made. Further,the true experimental design would be adopted in order to analyse the influence of independent variable over dependent variable, for which post-test-only control group design test would be opted(Mathwick, Malhotra, & Rigdon, 2001).

6.2 Scope of the study

The study focuses on mainly B2C e-commerce website users (above 18 years of age) those who are using virtual technologies for several activities such as virtual assistance, locating their service/product, 360degree view of product/service, electronic payments sharing, social sharing, podcasting, gaming, etc. for availing product or service.

As the study aims at concluding some general factors that influence E-commerce users under Virtual technology context, the ideal situation is to have participants with diverse geographical location. Here the diversity of participants in terms of geographical location is not ideal. Thus, it is impossible to define specific area of study. But as the study does not focus on the geographical and cultural differences, this study would cover respondents from diverse geographical locations and respondents would be approached from online platforms.

The data would be collected from internet users of various occupations, different age groups and of both genders and their technology self-efficacy.

Further to test the proposed strategic framework, focus group study would be done with small group of people around ten to twelve in number. This group would include experts such as academicians,

practitioners & other professionals from digital marketing industry and other individuals etc.It covers all those users from various diverse locations in India who are accessing virtual techniques before making a purchase or at least have an intention to do so.

6.3 Sample Design:

As the sample frame is wide and infinite and consists of heterogeneous population, the sample will be non-probabilistic, comprising of B2C participants of e-commerce, so in order to select the respondents, the non-probability sampling technique i.e. purposive would be used for the following reasons(Cooper and Schindler,2006):

- Purposive Sampling will be used to target the respondents using online questionnaire distribution, to reach potential/target customer using e-commerce services.
- For the selection of experts, the sampling technique such as judgemental sampling would be used.

6.4 Sample size:

The population from which sample needs to be drawn is infinite in nature. Since the proposed research requires huge sample size, therefore, following sample size formula for infinite population (more than 50,000) through precision rate and confidence level approach is used to arrive at a representative number of respondents when population estimate is unknown (Godden, 2004):

$$SS = \frac{Z^2 * (p) * (1-p)}{C^2}$$

Where, SS = Sample Size.

Z = Z-value (e.g., 1.96 for a 95 percent confidence level).

P = Percentage of population picking a choice, expressed as decimal.

C = Confidence interval, expressed as decimal.

In order to minimize the bias and obtain realistic sample size, three scenarios are evaluated-

- Scenario I Estimating 10% of population with 6% Margin of Error.

- Scenario II Estimating 30% of population with 5% Margin of Error.
- Scenario III Estimating 50% of population with 4% Margin of Error.

Table 9: Sample Size

Scenario	Population Scenario	Z value at 95% confidence level	Margin of Error	Sample size calculation	Sample size
I	10%	1.96	6%	(1.96)^2*.1(1-.1)/(.06)^2	96.04
II	30%	1.96	5%	(1.96)^2*.3(1-.3)/(.05)^2	322.69
III	50%	1.96	4%	(1.96)^2*.5(1-.5)/(.04)^2	600.25
Total					1018.98
Average					339.66

(Source: Self-construct)

Whereas, in order to measure the effectiveness of a test two groups would be considered, each of sample size 30(given in Table 10). Half of the group symbolizes as Experimental Group (exposed to the treatment) whereas second half of the group symbolize as Controlled group (unexposed with the treatment). the following table shows the sample size for causal research design.

Table 10: Post-test-only control design test:

Groups	Sample Size	Treatment(X)
EG	30	Yes
CG	30	No

(Source: Mathwick, Malhotra, & Rigdon, 2001)

Whereas,

EG: Exposed Group.

CG: Controlled Group.

X: Virtual technologies prevailing in E-commerce.

Hence, the proposed sample size for the study will be **400**. Since the study is based on infinite sample, this sample size can be enlarged further.

6.5 Source of Data Collection:

6.5.1 Primary Data Collection

The target population of the study consists of mainly B2C participants of various e-commercial and other related fields such as e-tailing, e-banking etc. Primary research is set up by surveys, sampling, questionnaire. The questionnaire will be designed using electronic platform and will be distributed online via Social networking websites, Electronic mail, LinkedIn and WhatsApp etc. Social media will be used to propagate questionnaire among relevant target population. As and when required various task Factor will be used for data collection, website/videos shall be used as physical stimuli.

6.5.2 Secondary Data:

With respect to the dynamic nature of the research, secondary data will provide the information and facts related to study. Thus, secondary data, for the study will be collected from the following sources:

- Journal.
- Research Reports.
- IBEF (India Brand Equity Foundation) Reports.
- MGI (McKinsey Global Institute) Report.
- MeiT(Ministry of Electronic and Information Technology) Report.
- KPMG in India Report.
- CRISIL Report.
- Magazines.
- Books.
- Past data.
- Websites, Blogs etc.

6.6 Statistical tool to be used:

Table 11: Statistical Tools

S. No.	Objectives	Methodology
1	To study various types Virtual Reality Tools used in e-Commerce.	Secondary data, survey.
2	To study the effect of Virtual Experiential Techniques on Perceived Experiential Value.	Inferential statistical tools like PLS-SEM (Partial Least Square-Structural Equation Model)

Table 11: Statistical Tools (Continued)		
3	To evaluate the influence of Perceived Experiential Value on Purchase Intention	Inferential statistical tools like FsQCA(Fuzzy set Qualitative Comparative Analysis)
4	To evaluate the influence of Perceived Experiential Value on WOM(Word-of-Mouth).	Inferential statistical tools like Correlation and Regression
5	To evaluate the influence of Perceived Experiential Value on e-Loyalty.	Inferential statistical tools like FsQCA(Fuzzy set Qualitative Comparative Analysis)

(Source: Self-construct)

The research objectives are addressed by performing fuzzy set qualitative comparative analysis (fsQCA) (Ragin, 2008). FsQCA provides multiple solutions that explain an outcome, thus showing how trust, privacy, emotions, and experience combine to explain purchase behaviour in personalized online shopping. Using fsQCA with complexity and configuration theories has been proven suitable for theory building (Fiss, 2011; Woodside, 2014), as it can identify the complex relations among variables. FsQCA was developed through the combination of fuzzy sets and logic principles with QCA (Ragin, 2008), and may take researchers beyond traditional MRAs, as it offers the opportunity to identify multiple pathways explaining the same outcome. These pathways (or combinations) of independent variables can lead to solutions that are not identified by MRAs, as their effect on the outcome exists only for a small number of cases (Woodside, 2014), in contrast to the main effects. Hypotheses are tested using partial least squares structural equation modelling (PLS-SEM) (Ringle, Wende, & Will, 2005). PLS-SEM is deemed particularly appropriate for this study since it permits the simultaneous estimation of multiple causal relationships between one or more independent variables and one or more dependent variables (Hair, Ringle, and Sarstedt, 2011).

SECTION 7

Proposed Chapterization:

The Proposed Research will comprise following chapters:

- Chapter 1: Introduction
- Chapter 2: Review of Literature

- Chapter 3: Virtual Experiential Techniques in E-commerce Sector
- Chapter 4: Research Design and Methodology
- Chapter 5: Data Collection and Analysis
- Chapter 6: Result and Interpretation
- Chapter 7: Conclusion
- Chapter 8: Direction for Future Research and Limitations
- Bibliography and References
- Appendix

SECTION8

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